



**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(CBID)**

Board Meeting Minutes

April 27, 2016

12:00 p.m.

Apple Farm ~ Harvest Room  
2015 Monterey Street  
San Luis Obispo, CA 93401

**DRAFT UNTIL APPROVED**

SLO CBID Members Present:

Board: Shirley Lyon, Laila Kollmann, Lori Keller, Matt Masia

County Liaison: Nikki Schmidt; CAO: Cheryl Cuming

Absent: John King, Bram Winter, Mike Hanchett

Guests: John Sorgenfrei & Mark Elterman (core marketing team), Di Strachan (Positive Futures), Jen Porter (Paso Wine)

**Call to Order**

by Chair Shirley Lyon at 12:07 p.m.

**Public Comment**

None

**Administrative Items**

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Lori Keller to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Letter re: Cayucos Vacation Rentals

Shirley Lyon reviewed letter to planning department for vacation rental permits being restricted due to proximity to other rentals. It reiterated the County's TMD verbiage supporting the growth of lodging types overall. There has been no approval of multi-use permits in 10 years. Matt Masia commented that change must occur at the leadership level.

- Financials

CAO Cuming reviewed the reconciliation report. CAO Cuming also noted on the financials that the remaining contingency totals \$157,329.

- Administrator's Report and Partner Update

CAO Cuming reviewed the report and partner report from VSLOC.

- Upcoming Events

Upcoming CBID Board Meetings are May 25th and June 15th (moved to 3<sup>rd</sup> Wednesday). Matt Masia will be absent for 6/15 meeting; Lori Keller and John Sorgenfrei must leave at 2:30.

VSLOC Exchange is May 6th.

## **Business/Presentations:**

- **BlendFest Recap**

Jen Porter of Paso Robles Wine Country Alliance thanked the board for financial support of the BlendFest event. A recap report of the event was provided in the board packet. The new additions were a Friday dinner and Sunday blending event. There was a 53% increase in Grand Tasting tickets, but with the larger venue for 2016 it was not a sell-out. An estimated 20-30% of ticket buyers took advantage of the stay and save promotion. Ticket buyers were generally upscale with 69% from out of area, 93% from California; 49% stayed in Cambria and 22% in San Simeon. Jen reviewed advertising results and impressions delivered.

Considerations for 2017 include a date change due to Presidents' Day weekend and Valentine's Day. Shirley Lyon asked why no one stayed in Cayucos. Matt Masia noted that Paso and SLO received room nights. Jen commented that there were challenges with promo codes shared at the property level. Di Strachan asked the impact of Coastal Discovery & Stewardship promotions and Jen confirmed that CBID's PR efforts really pushed interest. Mark Elterman inquired about winery feedback and Jen replied that it was very positive as a result of the upscale crowd. Matt asked about the impact of a Coastal AVA and Jen said they will address the issue as needed. CAO Cuming clarified that BlendFest 2017 may not qualify for Event Matching Funds, so other options can be explored. Di suggested developing a stewardship connection. Jen confirmed she would reconnect with CAO Cuming to confirm potential event dates for 2017.

## **Discussion Items**

- **Strategy/Topic Discussion**

Mark Elterman introduced the concept behind the 2017 Marketing Plan document included in the board packet. He explained how it aligned with the 5-Year Vision's key pillars of collaborative partnerships, awareness and engagement, economic well-being, and local fund evolution.

CAO Cuming reviewed the DMO measurement tool proposal from SMG. Lori Keller asked if other clients had been contacted and CAO Cuming confirmed that three will be contacted. John Sorgenfrei noted that the audience would be skewed based on a willingness to take the survey. His other concern is that web visitors are already aware of our destination. Lori suggests asking others to determine the credibility and effectiveness. She wants to have actionable information and would like to see an example of a final report to determine how data could be used. Di Strachan asked how the findings would extrapolate to a larger audience. CAO Cuming asked for confirmation that the board was still interested in pursuing and the board confirmed.

- **Core Marketing Team & Stewardship Program**

Mark Elterman and John Sorgenfrei reviewed CBID fiscal year marketing dashboard for 2016/2017. They reviewed the 2017 performance indicators showing fiscal year to date and year over year changes to date. Matt Masia asked if it was worth collecting data from the past and Mark said it was possible and much has changed so they are setting a baseline with the new dashboard for comparisons going forward. Lori Keller suggested informing Carl how many subscribers we currently have and consider sending a survey to find out if they have actually visited the CBID regions. Lori thinks the dashboard is a good start, but has concerns that impressions don't mean much. She would like to refine to look at clicks or click-through rate, and add a cost for acquisition. CAO Cuming confirmed that the next quarterly review will be in July/August for the Spring 2016 campaign. CAO Cuming reviewed the TOT from 2011/2012 to current, noting that SLO County has grown 4% overall and the CBID showed an almost 5% growth. Matt Masia asked about using Star Report to have a comparison for how CBID is performing.

Di Strachan reviewed stewardship and integrating it deeper into our regions by building more leadership within each area. She shared a recent article from Forbes magazine. Training packets were created for the regions of Avila, Cambria, and Oceano/Nipomo, and Di also hopes to get Cayucos on board. Los Osos/Baywood conducted the first stewardship weekend for Earth Day, with a template on how to create STP weekend in their own region. Di also shared the Nipomo STP training agenda and reviewed the new wildlife viewing and Stewardship tips. Laila Kollmann asked if it was possible to create rack cards.

- **Marketing & Events Sub-Committee Reports**

CAO Cuming reviewed the marketing sub-committee report that was included in the board packet. She also shared the All Agency meeting outcomes.

Regarding the CowParade, Laila Kollmann met with Tom Halen and he confirmed they have 80 cows committed so far and the website will be live by the end of May. CAO Cuming will share the out-of-area marketing plan once it's available. John Sorgenfrei asked that they continue to send photos.

## **Action Items**

### **Reallocation of SAVOR monies**

Mark Elterman reviewed the reallocation of SAVOR monies to H1DR map and Certified Folder. Based on MSC input, the CMT is recommending additional investment in the H1DR map and expanded distribution. The proposal is 230,000 maps per year with 1,500 locations, which equates to \$0.28 per conversion. Total fiscal year investment for 2015/2016 would be \$52,000. Matt Masia asked about new versus existing investment with SAVOR monies. Lori Keller asked about San Fernando Valley demographics. John Sorgenfrei discussed a second aspect to the program being additional photography. He said it will provide 30 total shots of our 10 destinations at a total cost of \$11,000. Lori wants to make sure the local areas are part of the decision process.

A motion was made by Matt Masia and seconded by Laila Kollmann, to reallocate \$63,000 to be used for expanded Certified Folder program and additional photography. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

### **Infrastructure & Beautification Grant Program**

Laila Kollmann asked if chambers can qualify and the requirement to be current with Secretary of State and Attorney General's office. Nikki Schmidt confirmed that they do need to be current. Lori Keller asked about the timeline and process with the requirement of projects being completed within a year as it may exclude certain projects. Nikki indicated that it represents having projects that are ready to start. Laila asked if the County would have flexibility if there were unforeseen circumstances. Nikki said the county does want to work with groups and ongoing communication is the best way to avoid problems.

Matt Masia asked about this being part of 2015/2016 budget year and what will occur in 2016/2017. Nikki said that the County is currently working on 2016/2017 grants budget and will confirm the amount designated for next fiscal year.

Matt asked Nikki to let the County know he thinks it's a great program and would like to see it continue. Nikki asked about the \$30,000 limit and Bram suggested defining a lower limit that would allow others to submit.

Nikki confirmed that the Grant Review Committee details will be confirmed and will be a subset of CBID board members.

A motion was made by Laila Kollmann and seconded by Matt Masia to approve the grant policy program with the noted changes. With no further discussion, the policy was approved by a unanimous voice vote of the Advisory Board.

## **Local Fund and Matching Fund Applications**

### **Cambria and San Simeon Scarecrow Festival Sponsorship:**

Matt Masia asked about last year's funding and percent to marketing. CAO Cuming confirmed that marketing is 25%. Matt pointed out a flaw in the funding application that allows non-profits to continue to ask for funds, much of which supports overhead and admin, not marketing. John Sorgenfrei noted how Pismo Beach invests directly into marketing and Matt noted that Paso Robles does the same. Shirley Lyon noted that the budget shows a balance against the income and expenses, leaving no money to invest back into the community. She is concerned that the model is not sustainable.

Lori Keller did communicate with Pacifica to determine interest. The event does help increase business in the area with additional foot and vehicle traffic. Lori is concerned that the investment is too much in overhead and not in marketing. John Sorgenfrei suggested that every event must support the brand and it would be beneficial to have H1DR be the common thread through all event marketing. Matt asked about San Simeon's take away with a lack of budgeted marketing funds. Lori suggested recommending a percentage of fund application monies to marketing.

A motion was made by Laila Kollmann and seconded by Matt Masia, to approve an amount of \$22,192 to Cambria and \$10,000 to San Simeon with the caveat that future event funding focus on more sustainability (funding from other sources), emphasis on more out of area marketing investment, and a better focus on heads in beds mission. The funding was approved by a unanimous voice vote of the Advisory Board.

### **Cambria Stewardship Clean-Up Bags, Training & Loop Reprint:**

A motion was made by Lori Keller and seconded by Matt Masia, to approve an amount of \$8,000. The funding was approved by a unanimous voice vote of the Advisory Board.

### **Cambria CowParade Additional 2 Cows:**

The application was for two "shared" cows contingent upon two other sponsors committing at \$3,000. Laila Kollmann asked about specific investment and locations. Matt Masia noted that they will be close to Harmony. CAO Cuming confirmed that one cow would be kept.

A motion was made by Matt Masia and seconded by Shirley Lyon, to approve an amount of \$6,000. Two opposed, the motion did not pass.

### **Avila Beach TJA Marketing and Media Plan for 2016 2017:**

Lori Keller asked about keeping monies in larger buckets to provide greater flexibility. John Sorgenfrei confirmed that \$30,000 is unused from 2015 2016 and confirmed that a marketing planning session will be held.

A motion was made by Laila Kollmann, and seconded by Matt Masia, to approve an amount of \$169,600. The funding was approved by a unanimous voice vote of the Advisory Board.

### **Closing Comments**

Matt Masia asked that the board schedule local fund by-laws and revisit the fund application.

Shirley Lyon thanked everyone for their support during her “incarceration.”

### **Future Agenda Items**

### **Adjournment**

The meeting was adjourned at 3:14 p.m.